

CENTRALIZED FEED MANAGER

ABSTRACT OF THE DISCLOSURE

A method delivering content from a plurality of sources to a plurality of end servers through a central manager is provided. The method includes receiving the content
5 from the plurality of sources at the central manager, formatting the content to a form usable by the plurality of end servers, creating a transaction generic to the plurality of end servers where the transaction includes a reference to a set of instructions for storing the formatted content, sending the transaction to an end server in the plurality of end servers, and calling the reference to execute the set of instructions where the set of instructions store the
10 formatted content into the memory of the end server.

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